Lebanese crisis gives birth to innovative strategies

Start • Lead • Achieve

Mario JADE – Lebanon

PhD Project Management
Alma Mater Europaea

March 19th, 2021

Mario S. JADE

Lebanese ...& proud!

Dad & Mom

I'm the 3rd of 4 boys

26/06/1979

Jeita - Kesserwen

Lebanese (mother tongue)
French
English

EDUCATIONAL JOURNEY

1998
Experimental Sciences

2003
Superior Studies
in Graphic Design
5 years equivalent to M1

2015
Executive Masters
in Corporate
Communiction (EMCC)
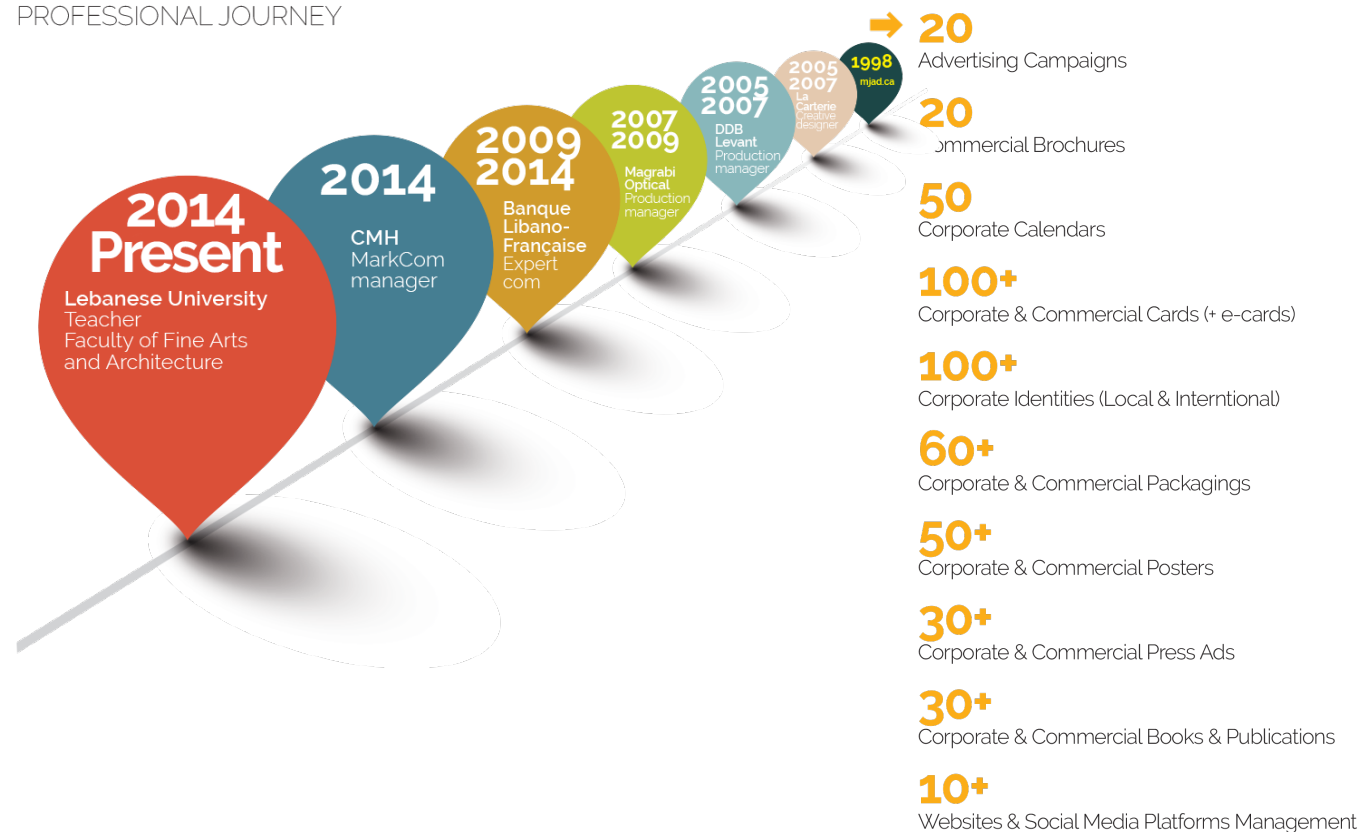ie School of
communication
Madrid - Spain

AWARDS

July 2013
(1st Prize)
4th worldwide
challenge in
Masters of Corporate
Communications
at IE - Spain

Sept. 2013
(1st prize)
"Éparchie Maronite
Notre-Dame de Paris"
France

Mar. 2015
(1st Prize)
Best group
project of the world
Executive Master in
Corporate Communication
(EMCC 2014 – 2015)

PROFESSIONAL JOURNEY

2014 Present
Lebanese University
Teacher
Faculty of Fine Arts
and Architecture

2014
CMH
MarkCom
manager

2009 2014
Banque
Libano-
Française
Expert com

2007 2009
Magrabi
Optical
Production
manager

2005 2007
DDB
Levant
Production
manager

2005 2007
La Carterie
creative designer

1998
mjad.ca

20 Advertising Campaigns

20 Commercial Brochures

50 Corporate Calendars

100+ Corporate & Commercial Cards (+ e-cards)

100+ Corporate Identities (Local & Interntional)

60+ Corporate & Commercial Packagings

50+ Corporate & Commercial Posters

30+ Corporate & Commercial Press Ads

30+ Corporate & Commercial Books & Publications

10+ Websites & Social Media Platforms Management

Abstract

- "Crisis situation" cerates disasters, disregarding its type, form and category. Mainly it provides a negative impact on the project management, the workflow, the society and the power of production.

- On some business levels, it might generate new opportunities to investors, yet demolishes different production line in several sectors.

Abstract

- "Crisis situation" cannot be framed in a unique pattern. It might have different aspects without pondering any timeframe.

- For the last two decades, Lebanon was suffering from different crisis on several levels, but since 2019, three different predicaments shown up suddenly, which made of the internal system [public and private] a quandary.

Abstract

Three different crisis types shocked Lebanon last October 2019:

- *"political crisis"*
- *"economic crisis"*
- *"health crisis"*

Abstract

A comparison of three frontline business-sectors, during the overlapping of the 3 crisis:

- the **mutual health** sector and the support to community,

- the **coaching system** to aid enterprises resistance,

- the **printing and creative production** to manage their business by coping with the situation.

Due to the recent crisis that covered the Lebanese situation over all its aspect, the activities from different sectors and approaches were set to be

- Stopped
- Slowed down
- Accelerated
- Others took birth

This document will potentially [yet briefly] extrude **three different strategies** modeled to three different businesses:

- The followed strategies to resist

- The external market turbulence & their linkage

- The internal environment rhythm

- This study followed the quantitative method where data were collected on paper-based and during phone

a) calls for quicker result collection

b) because of the covid-19 safety measures.

The survey targeted specific sectors, considered in the **frontline** during this cumulation of the crisis. In addition, the same three targeted sectors were subject to an **e-interview** with selected **key people**.

Keywords

- Crisis management
- Covid-19
- Economic crisis
- Global crisis
- Strategic planning

The business environs is surrounded by 3 main components: health, politics and economy. Each one of them affects directly one of the pillars mentioned above and indirectly the 2 others.
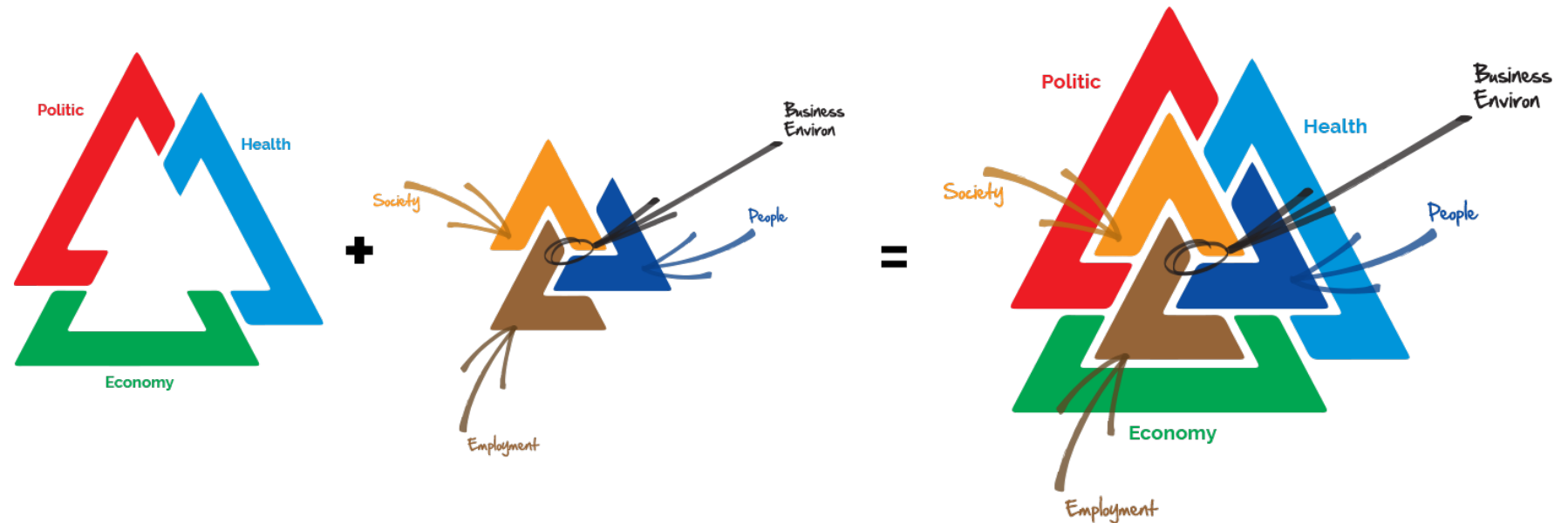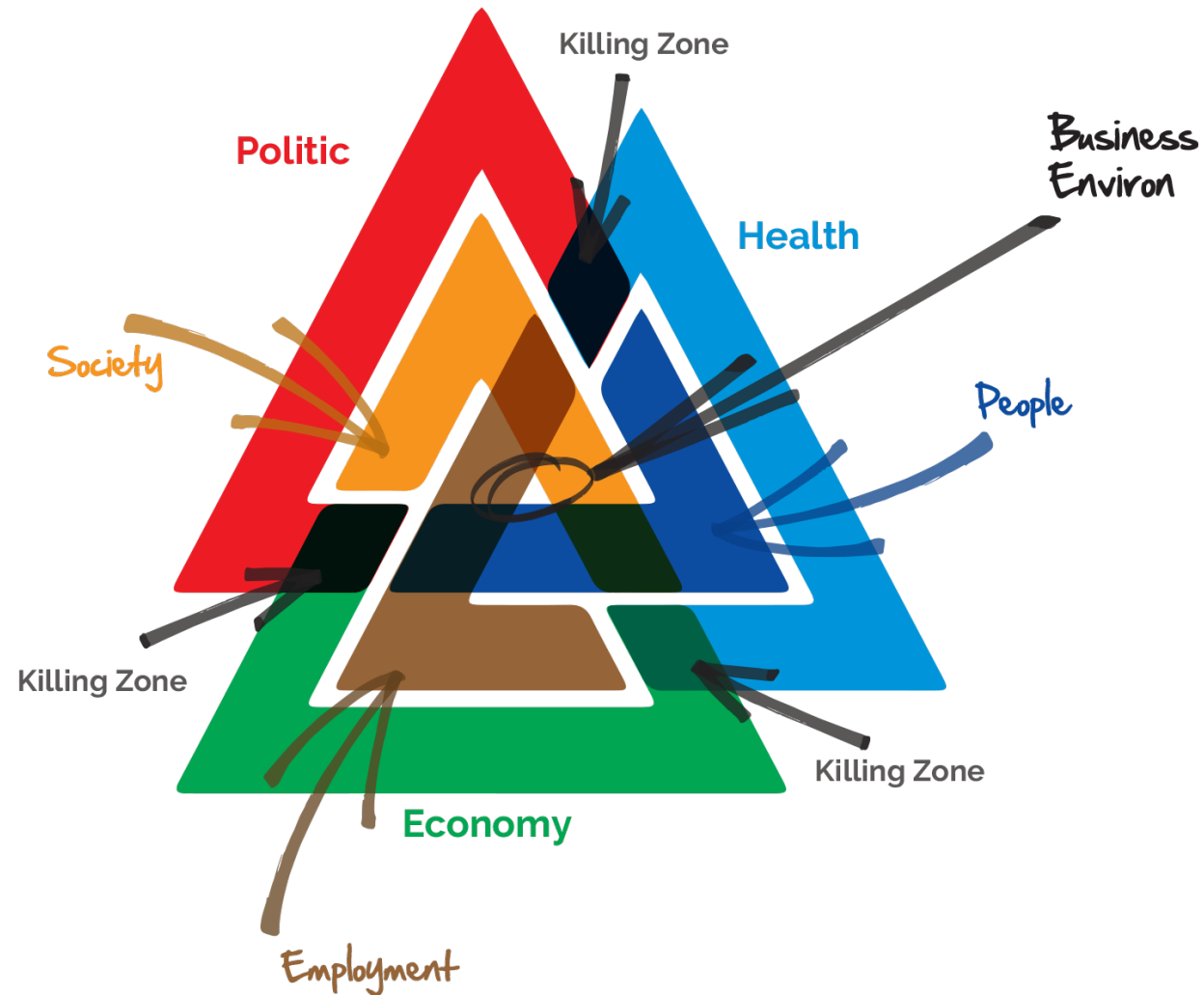

Fig 1: The business environs with the surroundings and main pillars at its normal status. The strategic connectivity shows open areas where fluent circulation exists, showing the interaction with the external environment.

Global Lebanese Crisis impacting the business environs

Fig 2: The business environs with the surroundings and main pillars at its multi-crisis status. The strategic connectivity shows overlapping sections and closed areas that blocked all kind of flexibility and circulation; yet it blocked the interaction with the external environment.

The process was affected after each appearance of a crisis-kind, and have created a turbulence in the structure of the business environs.

Timeline and activity process
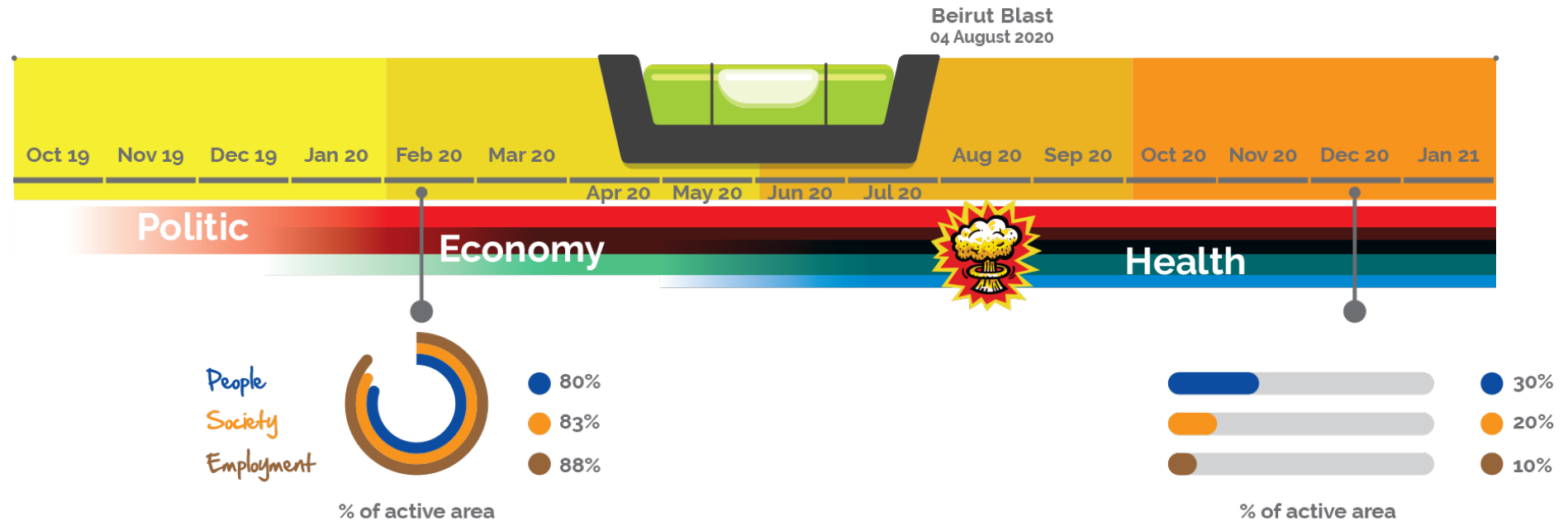
- *Fig 3: Descriptive timeline combining the presence and come-in of the crisis cumulation and their overlapping. In addition to 2 statistic phases that shows the structure of the business environs is affected according to time. Just two phases were selected as an average reference to the statistics. These results are gathered from the same survey done for two different bunches of people in Lebanon, from various areas. First one by February 2020, the second one by December 2020.*

- The result of the survey, as per the Fig 3, shows the demolished status of the business environs within a short period of time.

- This disaster was accelerated by the Beirut blast on 4th August 2020 which created a turning point in the Lebanese community on all levels and standards.

- This acceleration give tendency to immigration and to jobless people, by consequence it creates a break in the system.

Three business fields in the front line with different strategies:

- Mutual health
- Coaching system
- Printing and creative production

Mutual health *(must important activities)*

Crisis Type	Marketplace	Workplace	Service
Politic	Standard offers	X	X
Economic	Acceptance of delayed payments without over charge.	Conservation of the staff as per contract conditions.	Creation of new affordable healthcare plans.
	New plans in LBP currency.	Reduction of office workhours with same salary.	Supportive offers to maintain the client's loyalty.
Health	Coverage for Covid-19 pandemic, even if caught during any access to hospital due to surgery.	Work-from-home with expansion of the e-services.	Unlimited e-claiming via friendly apps and system.
	Limit the mobility of adherents by using e-system.	Application of new measures to fight covid-19.	Medical committee to support travelers cases.

Coaching system *(must important activities)*

Crisis Type	Marketplace	Workplace	Service
Politic	Services limitation.	Staff reduction.	Restrictions on existing offers.
Economic	Absence of communication.	Reduction of staff services and offers.	Restriction on existing offers.
Health	Activation of e-platforms.	Work-from-home and high reductions of office hours.	Same offers with some drop deals.

Printing and creative production *(must important activities)*

| Crisis Type	Marketplace	Workplace	Service
Politic	Increasement of market share.	X	Integration of e-communication.
Economic	New payment facilities.	Augmentation of staff members.	Activation of new business line.
Health	Delivery of printed and executed material via safety measures and rules.	Reduce manpower presence and strict measures according to defined schedule that ensures the continuity of the workflow.	Same offers with some drop deals.

Different strategies to activate the marketplace

Comparative structure of strategy outcome on different factors of work environment:

	Quality of product	Commitment	Corporate success	Treatment of people in charge	Customer orientation	Commitment to community	Value for money	Financial performance	Qualification of people in charge	Credibility of the process
Mutual Health	4	4	4	4	4	4	3	2	4	4
Coaching System	4	4	3	4	4	3	4	2	4	4
Printing and Creative Production	5	5	5	5	5	5	5	5	4	4

All strategies in the 3 frontline fields were activating the marketplace workflow to maintain the workplace environment.
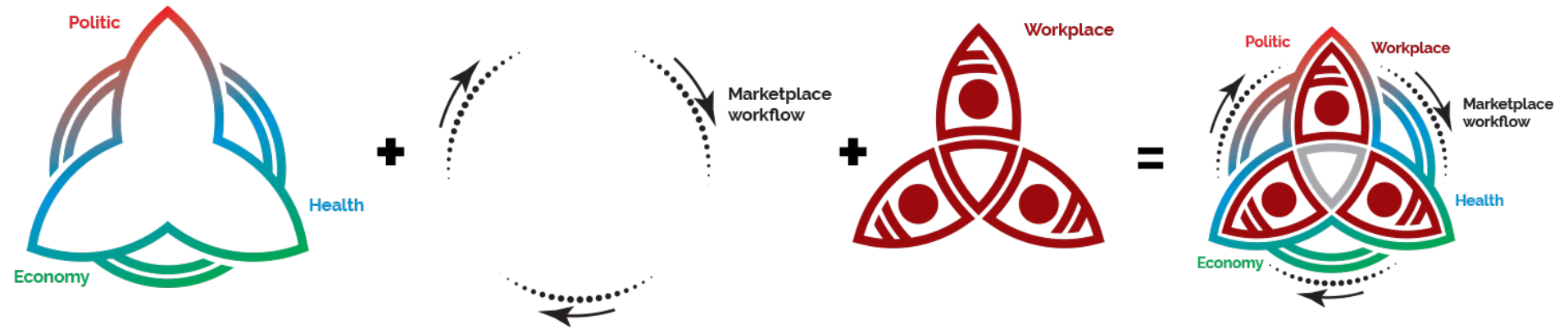
Conclusion

Lebanon is surrounded by systemic crisis, crisis that are based on various existing factors such as politic and economic.

There is a significant dependence between the system and the business fields, especially the frontline ones, where they are/should be able to consider the pre-period and the post-period of crisis.

This will provoke an endless challenge with this situation.

Conclusion

Competencies might not always be efficient to save the situation.

The results collected in this paper guide the mindset to new interrogations that might serve detailed and fresh researches, according to crisis level of hardness.

Q & A

Q & A